

Program: SYBAMMC Semester: IV Program Code: UGMMC01
 Course: Mass Media Research Course Code: NUMM402
 Duration: 2 Hours Examination Pattern: NEP-Autonomous Max. Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	Explain the Concepts: (Any Five out of Eight) (3 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Mass Media Research		CO1	L1
(b)	Exploratory Research		CO2	L1
(c)	Qualitative Research		CO2	L2
(d)	Literature Review		CO3	L2
(e)	Audience Research		CO4	L2
(f)	Codes in Semiotics		CO5	L5
(g)	Sampling Process		CO3	L3
(h)	Exit Polls		CO4	L4
Q. 2	Attempt either A and B or C and D from the following:	[15]	Course Outcome	Knowledge Level
(a)	Explain the steps involved in the research process in mass media studies.	(8)	CO1	L2
(b)	Describe qualitative and quantitative research approaches with suitable media examples.	(7)	CO2	L2
	OR			
(c)	Analyze the suitability of exploratory, descriptive and causal research designs for different media studies.	(8)	CO2	L4
(d)	Examine the steps involved in content analysis and methods of quantification.	(7)	CO3	L4
Q. 3	Attempt any ONE of the following. (15 marks each)	[15]	Course Outcome	Knowledge Level
(a)	Evaluate the effectiveness of readership and circulation surveys in print media research.		CO4	L5

	(b)	Design a structured questionnaire for studying audience preferences for a media product.		CO3	L6
Q.4		Write Short Notes: (Any Three out of Five) (5 marks each)	[15]	Course Outcome	Knowledge Level
	(a)	Focus Group Discussion		CO3	L2
	(b)	Dependent and Independent Variables		CO1	L3
	(c)	TRP and RRP		CO4	L4
	(d)	Semiotics in Mass Media		CO5	L6
	(e)	Hypothesis		CO1	L3

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